GLOBAL PROMOTION FUNDING
Budget Expectations

Updated November 2026

Purpose

This document provides detailed budget requirements for applying to the Global Promotion funding scheme with NZ On Air for up to 50% of the costs of international marketing and promotion. Below, we have outlined the eligible costs to help you through the budgeting process.

Budget

You can use your own Budget Template which must be in Excel format. Please ensure your budget is realistic and reflects accurate costs.
Please include the income sources, and evidence, for the 50% Co-investment such as:

- tour income
- sponsorships
- royalty income
- partnership contributions
- festival guarantee
- advance from a label or publisher
- commitment to a future sync placement
- available bank balance.

You cannot use in-kind (non-financial) contributions for your co-investment.
You cannot use other government grant sources for your co-investment.
For the final drawdown, along with the final Cost Report, **NZ On Air will require** all supporting invoices and receipts.

Costs

Funding **is expected to be paid in two 50/50 drawdowns**, with the first paid as an advance and the second as a reimbursement.
The first drawdown can be initiated once you provide evidence confirming that the approved campaign activities are in place, such as signed agreements, quotes or invoices.
The second drawdown will be paid once the **funded activities are complete** and final reporting has been submitted.
You will also need to provide the relevant invoices and receipts, along with any other documentation outlined in your drawdown schedule.

NZ On Air will consider the following costs as Eligible Costs for funding international marketing and promotion. NZ On Air reserves the right to make the final judgement on whether to accept budgeted costs from suppliers* as eligible for NZ On Air funding.

If there is more than one international territory that is being applied for, each territory should be clearly marked in the budget or have a separate tab for each.

**All suppliers included in the budget are expected to have a proven track record in their respective fields. This record should demonstrate that the supplier has previously provided this service for an external artist. We may request an invoice as proof of their rates.*

Eligible Costs

Visual Representation (Artwork)

- Design; Photography; Images.

International Promotion and Marketing

- Digital marketing – please specify; Social Media ads; Digital Content Creation; Spotify
- Creator and influencer campaigns
- Radio Advertising
- Publicity and publicist costs
- Radio and TV plugging
- Other – Posters, flyers

Project Management

- Artist managers may receive compensation for project management services, provided evidence of current service provision for the funded artist is provided.

International Airfares and Accommodation

- Only if directly related to a standalone promotion trip.

Internal and Related Party costs

For the Global Promotion funding stream, **Internal costs are not eligible**.
Internal costs are defined as:

- Professional services performed by the artist/s or other integral members of the project, or same owners of the company such as digital content creation, artwork, design and other promotional services etc.

NZ On Air requires all **Related Party** costs to be identified in a budget before contracting. Approving Related Party costs is at the sole discretion of NZ On Air and these will need to be approved by NZ On Air before commencing the Global Promotion activity. Any Related Party costs that are not pre-approved by NZ On Air will not be eligible to claim.

By Related Party Costs, we mean any payment to:

- The applicant, record label or distributor.
- Any shareholder, director, or employee of the artist, applicant, record label or distributor.
- Any near relative of a shareholder or director of the artist or applicant, and any entity in which any director, shareholder or near relative has a financial interest.

If your Project contains any Related Party costs, you will need to provide evidence demonstrating the following:

- Previous experience of the company and personnel in providing the same professional services to external parties.
- That the value of these services does not exceed market value for the same service.

Ineligible Costs

- Any cost associated with the production of audio or music video content related to the project.
- Any cost associated with the manufacturing of physical product, e.g. vinyl mastering, vinyl pressing, barcoding, sheet music or lyrics etc.
- Any costs relating to any kind of international tour or international showcase
- Koha – as this is not considered a viable expense. (If you do not have an invoice, you cannot claim a cost).
- Gifts including gift cards NB. If you make any purchases using a gift card, you will need to keep your receipts that detail the items purchased.
- Per diems or catering.
- Internal social media marketing costs, unless you can provide receipts from the social media platform.
- Record Company or Distributor internal promotional fees or internal staff costs. If the record label or distributor has contracted an external music publicity company, then this fee can be included in the application budget.
- Record Company or Distributor internal project management and staff fees. Project management of a music project is considered the record label or distributor's responsibility outside of the project budget. If the record label or distributor has contracted an external project manager, then this fee can be included in the application budget.
- Visas
- Costs covered in any another NZ On Air grant, NZ Music Commission Outward Sound, or another government funding source.

Company or platform assets

NZ On Air does not allow artists or applicants to make capital purchases (i.e. assets such as cameras, laptops, items for music videos, studio equipment etc.)

GST

The funding will be paid in NZD.
For any costs incurred in New Zealand, GST is applicable.
If you are GST registered, you must:

- Complete your budget and drawdown columns with the net dollar figures (excluding GST)
- Add GST to your invoice to NZ On Air

If you are not GST registered, you must:

- Complete your budget and drawdown columns with the gross dollar figures (including GST)
- Do not include GST in your invoice to NZ On Air

Foreign Currency

For expenses incurred in a foreign currency, please enter the amount in NZD$ in the Drawdown column of your Claim form and enter the amount in foreign currency including the exchange rate of the day in the Notes column. This value should match the amount of the corresponding foreign currency invoice for that service and the corresponding NZD as shown on a bank statement or credit card statement.

GST is not claimable on foreign expenses.

Cancellation or postponement of International Activity

If the International Marketing and Promotion is cancelled, postponed or materially changed due to any reason that is not a Force Majeure Event, NZ On Air may, at its sole discretion require any or all of the following:

- Submission of supporting documents and/or written evidence detailing the reasons for the cancellation or change,
- Provision of any revised plan, budget, schedule or timeline for delivery of the International Marketing and Promotion to be approved by NZ On Air,
- Reduction of the NZ On Air Funding, and
- Repayment of all or part of the NZ On Air Funding.